Appendix

# Chapter 4: Event research, feasibility and impact analysis

*Table 4.1: Research Methods Sources*

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| ***Quantitative Research (hard data)*** | * More tangible and objective
* Often used to test a hypothesis
* Can be backed up by evidence-based statistics and numerical data
* Concerned with discovering facts
* Assumes a fixed and measurable reality
* Typically, faster to execute
* Less expensive
* Allows little room for conjecture or interpretation
* Generally conducted on paper, electronically, on-line or by telemarketing questionnaires or surveys
 |
| ***Qualitative Research (soft data)*** | * More intangible and subjective
* Open to interpretation
* Concerned with understanding human behaviour
* Explores and examines opinions, objectives and visions
* Considers the experiential and performance aspects of an event
* Tends to be non-numeric and looks at data in form of words rather than numbers
* Data is analysed by themes and descriptions in the language of the informant
* More expensive
* More time consuming
* Generally conducted through interviews, facilitated focus groups, observation or participation
 |
| ***A Mixed Method approach (soft and hard data)*** | * Can be labour-intensive
* Often used to make decisions on the viability of future events
* Cost effective method to obtain large volumes of information in a study
* Can entail multiple stages of data collection
* Provides greater breadth of perspectives
* Around certain issues
* Combines both approaches, helps overcome deficiencies in one method
* Effectively allows populations with limited
* Language skills to participate
* Can help define vague or undefined concepts
* Prevents researcher assumptions
* Lends itself to outcomes driven research (i.e. needs assessment or evaluations)
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*Table 4.2: Probability and non-probability samples*

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| --- | --- |
| ***Probability/random sample****The sample is representative of the population and each member has an equal known chance of being included in the survey, though selection is done on a random basis* | *Simple random sampling** All members of the population have an equal type of being selected.
* A random sample is selected from a list of members of the population usually by using specific software*.*

*Systemic sampling* * Used by researchers to select a member of the population after a random start
* For example, to randomly select a sample of 6 from a class of 20 students, the 3rd, 6th, 9th, 12th, 15th and 18th student might be selected from a list.

*Stratified sampling** The researcher divides the population into segments related to the topic being studied.
* A segment is then randomly selected in proportion to their percentage of the population.
* For example, if the research topic is about attitudes towards football violence, the population could first be divided up into male and female respondents, as responses could be influenced by gender.
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| ***Non-probability/non-random sample****Used when the population is not known, or there in insufficient time to build a sampling frame, the population are divided by age, social class or other variables and a `quota’ are selected to be included in the survey* | *A convenience sample** Composed of individuals who happen to be available when the data is being collected.
* For example, the researcher might stand in the Student Union bar and ask passing students to answer their questionnaire on attendance at music festivals.

*Quota Sampling** Usually made up of a proportion of individuals with the same characteristics.
* For example, if the researcher is looking to study attitudes to a new event venue, they may want to include, corporate, leisure and private users in the quota.
* They would use their own individual judgment and criteria to select respondents.

*Cluster/Area sampling** Used for research that covers very large areas and populations
* For example, a country, where the researcher identifies groupings, or clusters of respondents in a particular area.
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